



AN ORGANISATIONAL STUDY

at
VISAKA INDUSTRIES

Hyderabad

BY
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Industry profile

The Asbestos cement sheeting industry is growing at a healthy 10-12 per cent a year.

Even as the real estate sector has taken a hit due to the slowdown and subsequent reduction in demand, the asbestos cement (AC) sheet industry, which provides roofing material for about 50 per cent of the rural population, is relatively untouched. Driven by steady demand from the rural markets, the industry is growing at a healthy 10-12 per cent a year.

The Indian spinning industry, undergoing a rough phase since last year due to high volatility in cotton prices.

Company profile

Visaka Industries was established in 1981 to manufacture corrugated cement fiber sheets. With the initial production capacity of 36,000 tons per year, the first factory in Patancheru, Andhra Pradesh commenced the commercial production of the cement sheets in 1985. The company diversified into textile yarn manufacturing in 1992.

Company produces about 2000 tons of man-made fibre yarns per annum.

Mission & vision

Mission

Visaka stands for Integrity & disciplined hard work

Vision

To be the leader in building products & textiles by leveraging the technology & by meeting the ever-changing needs of customers.

Board of directors

Chairman:

Dr. G. Vivekanand (MP)

Directors:

Shri B.B.Merchant

Shri V.Pattabhi

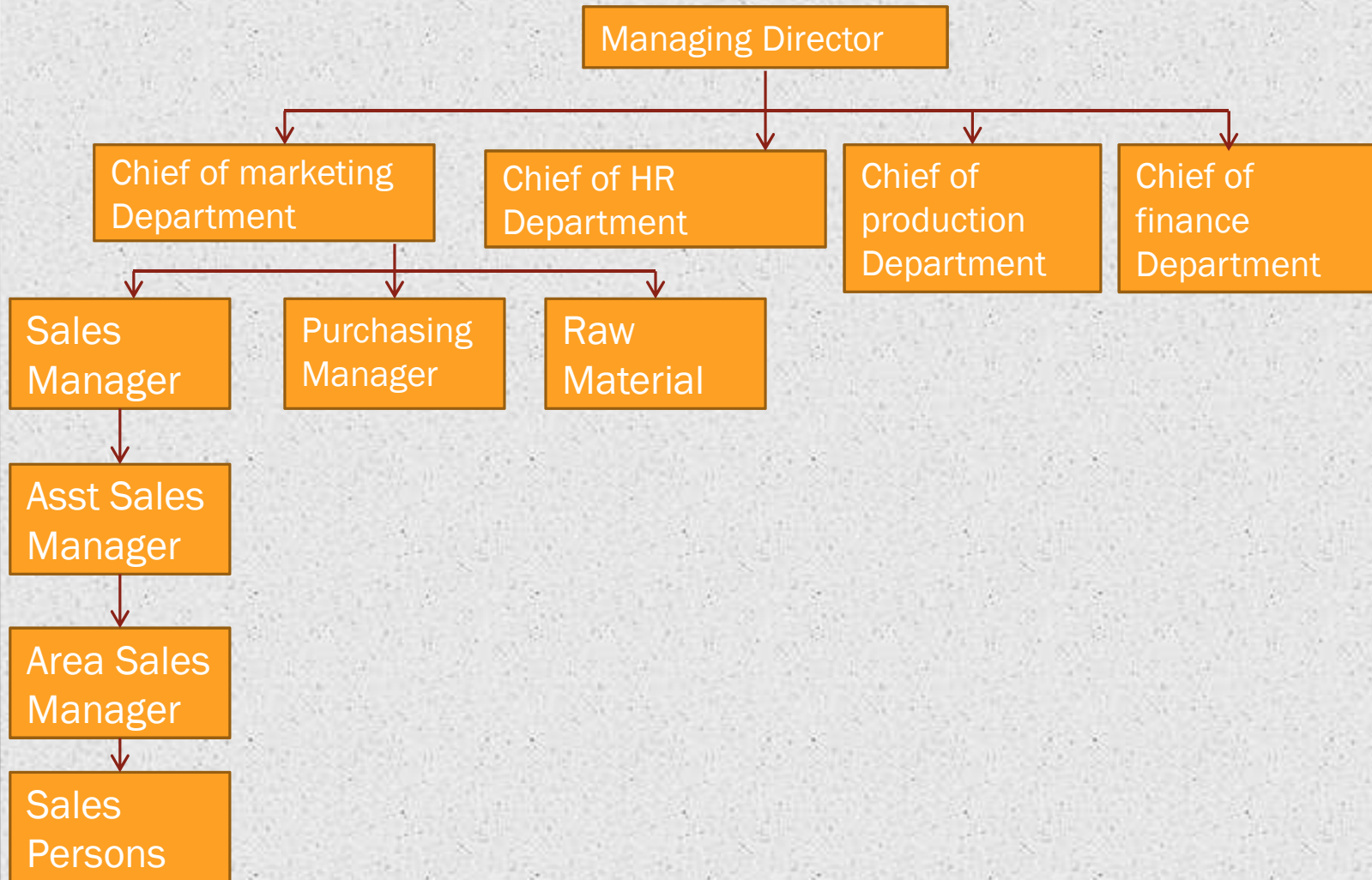
Shri Nagam Krishna Rao

Shri H.Dayakiran

Managing Director:

Smt.G.Saroja Vivekanand

Organizational structure



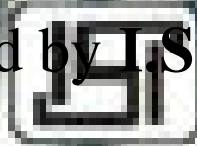
COMPANY PRODUCTS

1. Asbestos fiber cement sheets
2. V Board
3. Yarns

Asbestos Fiber Cement Sheets

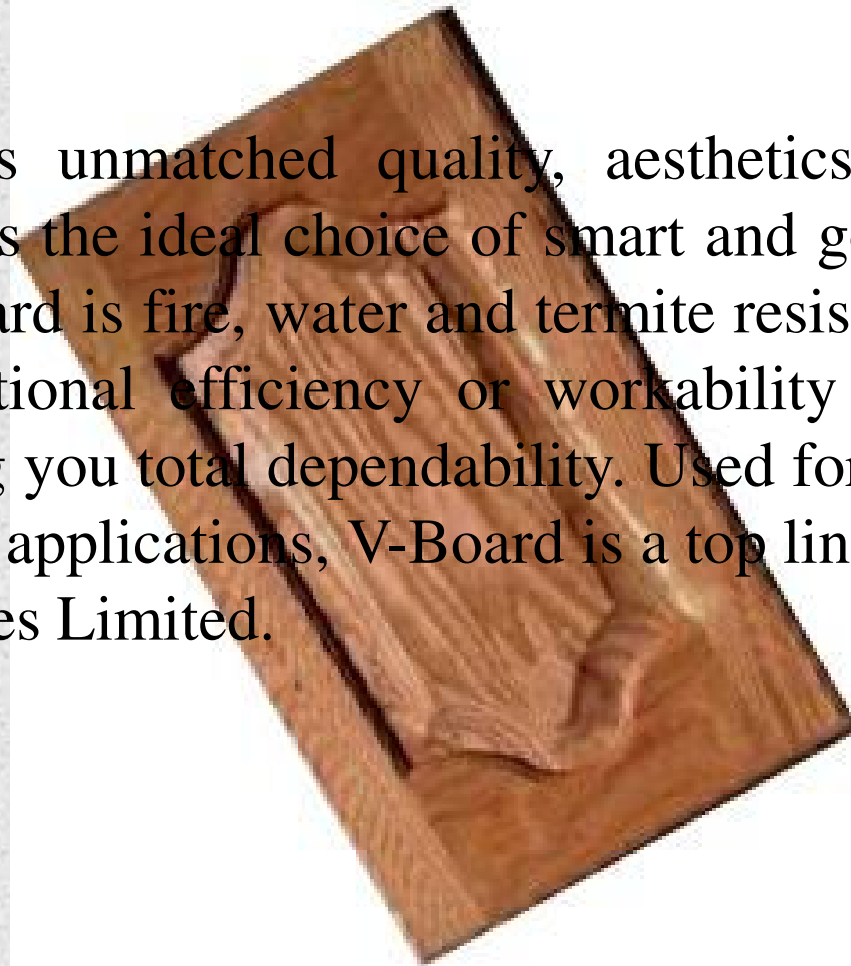
Visaka's high-tech Fibre Cement plant is a fully **automated** factory incorporating the **latest and** most sophisticated technology. Resulting in consistency in physical properties and strength, which far exceeds the standards prescribed by **ISI**.

ISI 459:1992

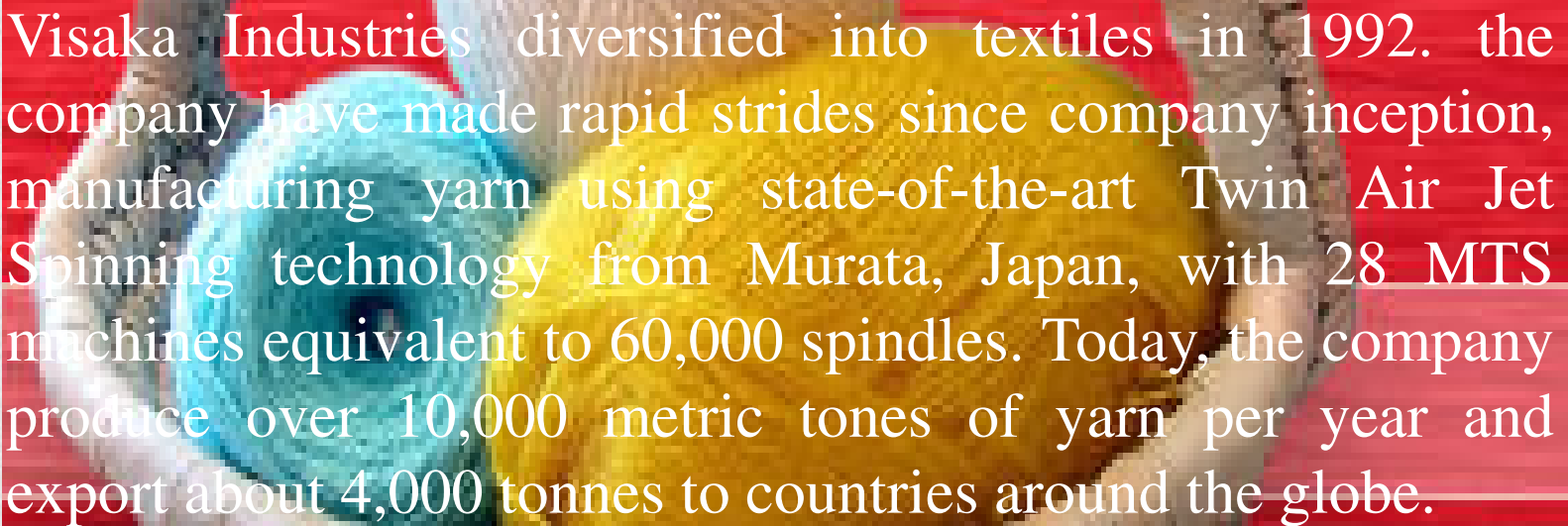


V Board

V-Board offers unmatched quality, aesthetics, style and durability and is the ideal choice of smart and good looking interiors. V-Board is fire, water and termite resistant and has the same functional efficiency or workability as Timber/Plywood giving you total dependability. Used for external as well as internal applications, V-Board is a top line product of Visaka Industries Limited.



Yarn



Visaka Industries diversified into textiles in 1992. The company has made rapid strides since its inception, manufacturing yarn using state-of-the-art Twin Air Jet Spinning technology from Murata, Japan, with 28 MTS machines equivalent to 60,000 spindles. Today, the company produces over 10,000 metric tonnes of yarn per year and exports about 4,000 tonnes to countries around the globe.

Growth of the company

The company has now grown to the position of second largest cement sheet manufacturer in India. Visaka has installed 9 factories spread across the country, producing about 6,50,000 tons of corrugated cement sheets per year.

Visaka industries Ltd., was awarded the ISO 9002 certificate in 1995 by BIS (Bureau of Indian Standard) which has been revised to ISO 9001: 2000 subsequently.

Awards & Achievements

Awards

- o Award from Council for Industrial Development in 1985
- o Productivity award from the Andhra Pradesh Federation of Chamber of Commerce in 1987
- o Best management award from the government of Andhra Pradesh in 1987
- o AP Distinguished industrial award from Exhibition Society in the year 2003

Achievements

- o More than 4,000 authorised stockists
- o 2000 + Sales Counters
- o Rs.600 crores annual turnover

Corporate Social Responsibility

Visaka Charitable Trust

Visaka Industries Limited as a responsible corporate citizen has the view that corporates who benefit from the society must give back something to the society. the Visaka Charitable Trust set up in the year 2000, has donated over US\$ 1 million for social causes like education and clean drinking water to the poor in various parts of the country. It continues to outstanding work, touching thousands of lives everyday.

Functional Areas

- Marketing department
- Human Resource department
- Finance department
- Production department

Marketing department

Marketing operations are through dealers network, mainly to have segmented the markets into districts, in which there will be regional manager and sales staff looking after the necessary operations with the help of regional/local sales force the dealers passes their order to the factory.

promotional activities is through Television, newspaper, posters, wallpaper, calendars and note books.

Human Resource department

- A vast reservoir of highly skilled and experienced work force
- Employee Benefits:
DA, TA, HRA, LTC, Medical Facilities
- The Health & safety policy is different for both textile and A.C sheet division
- Training & Development, Performance management, promotion policies ,Company has yearly and half yearly policies.
- To work as a collective force towards a goal that benefits everybody.

Finance departments

- To ensure adequate returns on capital employed
- To develop long term corporate planes to provide adequate growth of the company
- To reduce the cost of production of all products by means of systematic cost control measures
- Balance sheet prepared at corporate level
- Company maintains P&L account, investors updates and comparative quarterly statements

Production department

Fibre Cement plant is a fully automated factory incorporating the latest and most sophisticated technology

Textile division the company manufacture yarns by using state-of-the-art Twin Air Jet spinning technology from Murata, Japan with 28 MTS machines equivalent to nearly 42,000 Ring Spindles.



SWOT Analysis

Strengths & Weakness

o Strengths

- o Good corporate image of Visaka enhance the level of confidence in workers
- o Market demand for yarn and AC sheets are more
- o Good Infrastructure
- o Development in technology
- o Financially sound
- o Brand presence
- o Good industrial relationship
- o Qualified &skilled workers

o Weakness

- o Poor marketing strategy
- o price of AC sheet is high
- o Lack of fresh blood
- o Less quality comparing to other brands.

Opportunities & threats

o Opportunities

- o Efforts are on for reducing the product cost, which element in the process of ac sheet manufacture.
- o This year Visaka has given very good performance, so it will imbibe a new enthusiasm in its employee to do better
- o More demand for fiber yarn

o Threats

- o increased competition in the market with other domestic producers
- o High cost of input materials
- o Varying in the price of AC sheets



Problem Identification & Solution

Dealers perception
on
Asbestos cement sheet

Research methodology

Statement of the problem:

- o “A Study on perception of Dealers towards asbestos cement sheets in Hyderabad region of A.P” with special reference of Visaka Industries Limited.
- o Visaka is being quality brand with a good brand image in the asbestos industry now; it is facing more competition from different brands of asbestos in the market of Hyderabad region. So, a research has been done to know perception of dealers.

Scope of study:

The Scope of study pervades the data collected from the dealers of different cement brands. The study is mainly, which might help Visaka Industries to know the pulse of the customer and the competitive techniques used by their players.

Research design:

Sampling Technique:

The technique is used in the study is Simple Random sampling procedure.

Sample Unit:

In the study of research has been done towards the dealers of different brands of Asbestos cement sheets in Hyderabad region.

Sample Size:

Sample size 100 Dealers belonging to different areas of Hyderabad region was drawn.

Source of data:

Primary Data:

Primary Data was directly collected from the dealers of different brands of Asbestos cement sheets in Hyderabad region with the help of a structured Questionnaire.

Secondary Data:

Secondary Data was collected from the company Profile, company brochures, company website and other websites.

Limitation of the study:

The Study is under taken only in Hyderabad region. So the information does not resemble the overall market potential.

Is the availability of respondents are less the survey has been done on 100 dealers.

Findings

- By doing of survey on asbestos cement sheets 47% of the respondents towards Visaka brand, 30% of the respondents towards charminar, and 10% of the respondents towards Ramco, 8% of the respondents towards Swastik and 5% of the respondents towards Vilson.
- Dealers has responded towards the wholesale price variance from 170-195. VISAKA has the most variance in price from 180-195.
- 60% of the respondents are recommending Visaka brand to customers.
- Comparing to other brands Visaka AC sheets distributor N.S. Patel's&co. is very good.

- 42% of charminar, 50% of Visaka, 4% of Swastik, 25 of Ramco, 2% of Vilson promotional activities are good.
- According to dealers view, don't sell the AC sheets direct from the place of manufacturing to the customers.
- In some rural areas sales are less comparing to other areas, so extend the credit period of dealers.
- Charminar is the most competitor to VISAKA

Suggestions

- o Dealers want sales target schemes which were done by Visaka previously.
- o Introducing of new schemes to attract the dealers and customers.
- o Try to reduce the return goods time.
- o Introducing of money back policy for crack or broken sheets.
- o Free labor cost facility while unloading time.
- o If the company will better its quality, no brand can give competition to Visaka AC sheets.

Conclusion

Visaka industries being number one player in the market, to retain the market share and avoid new entrants gaining the momentum, it should provide previous schemes along with some new schemes.

“Today's smart marketers don't sell products ; they sell benefit packages”

-Phillip kotler



Thank you